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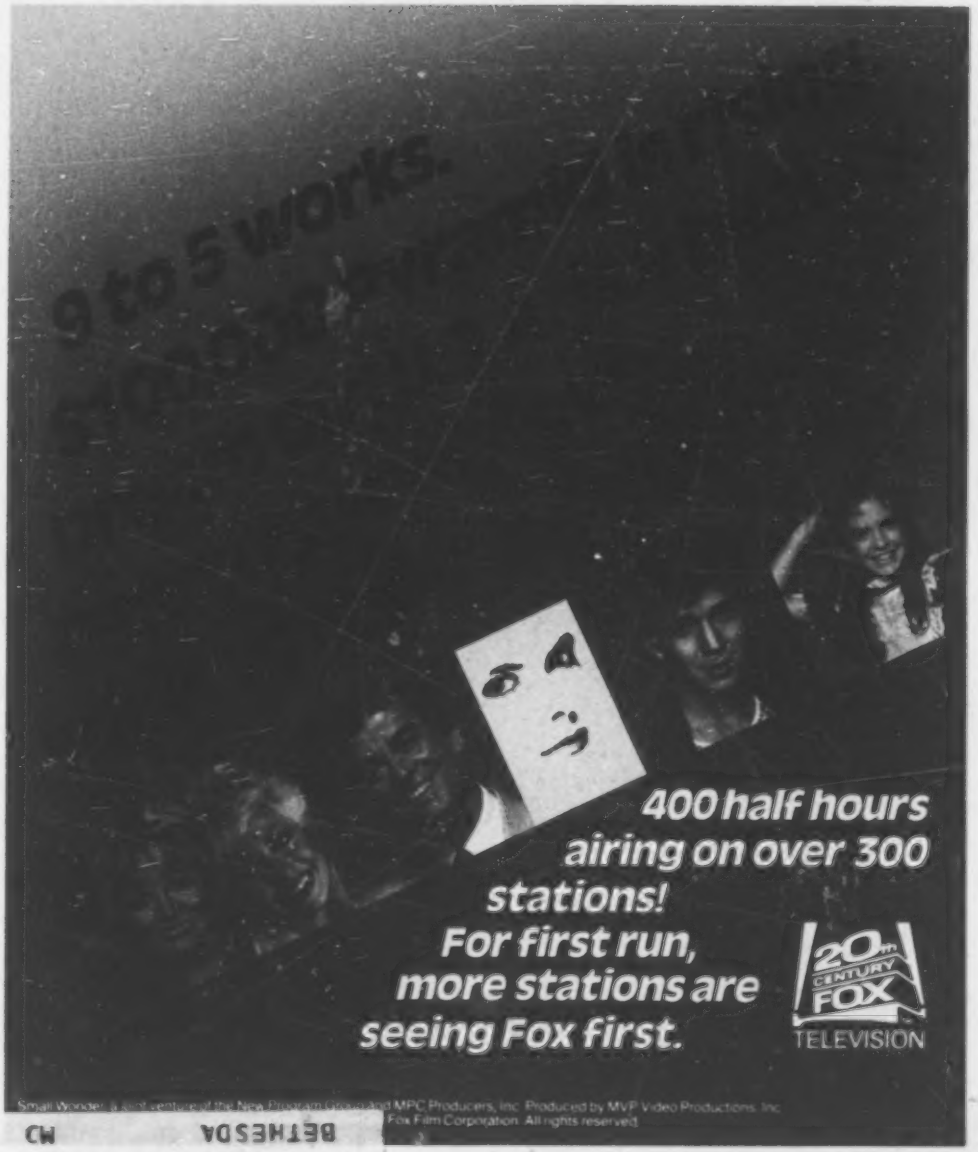
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 7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35th Year, 1986

Annual Awards Issue

Vol. 111 No. 1

Broadcasting Jul 7

NBC affiliates gain in May sweeps
CBS details cutbacks
Honors for the best in the Fifth Estate

SWEEPS RESULTS □ NBC's prime time win lifts affiliates to victory. ABC affiliates' numbers are up over last year; CBS's are down. **PAGE 35.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 7

Vol. 111 No. 1

TOP OF THE WEEK

NBC affiliates lengthen lead with May sweeps win

ABC affiliates as group take second-place away from CBS

The market-by-market May sweeps data is in, and it shows that NBC-TV stations, on average, strengthened their hold on first place, while, in many cases, ABC-TV stations climbed into second, pushing CBS-TV competitors into third. NBC stations averaged a 16 Nielsen rating in prime time, compared to an average 14.4 for ABC stations and a 13.3 for CBS stations. A year ago, the comparable figures were: NBC, 15.0; CBS, 14.4, and ABC, 12.9. The trend was the same in the Arbitron May sweeps. This time around, NBC stations averaged a 15.3, compared to a 14.0 for ABC stations and a 12.6 for CBS stations. A year ago the comparable figures were: NBC, 14.4; CBS, 13.6, and ABC, 12.5.

According to NBC's tabulations of the Nielsen numbers for this May, its affiliates delivered a combined average of 13,810,000 homes per average quarter hour in prime time. According to the same analysis, ABC affiliates delivered an average 12,340,000 homes and CBS stations delivered 11,412,000. The comparable totals for the May 1985 sweeps were: NBC, 12,813,000; CBS, 12,275,000, and ABC, 11,047,000. The Arbitron averages for May 1986, according to NBC: NBC, 13,237,000; ABC, 12,027,000, and CBS, 10,886,000. The May 1985 Arbitron averages: NBC, 12,475,000; CBS, 11,976,000, and ABC, 10,840,000.

In Nielsen figures, NBC said its affiliate home delivery was up 8%, while ABC's was up 12% and CBS's down 7%. In Arbitron figures, NBC's affiliate delivery was up at least 6% (7.3% by CBS's count), ABC's was up about 11% and CBS's was down about 9%. ABC said that in Nielsen homes, 159 of its affiliates registered gains in May, compared to 139 of NBC's affiliates, and only 33 for CBS. ABC said only 15 of its affiliates registered declines in the Nielsen sweeps, while 27 NBC stations fell back. At CBS, 136 affiliates lost ratings. In the Arbitron sweep, ABC said 152 of its affiliates gained, while only 15 lost; 119 NBC stations gained and 35 declined; 23 CBS stations gained while 142 declined.

CBS's slippage was particularly evident in the top 20 markets. A year ago, it won six of the top 20 markets, came in second in six other markets and placed third in eight. In May 1986, only one top 20 market CBS station—WCCO-TV Minneapolis-St. Paul—placed first, while two others placed second. CBS affiliates in the other 17 top-20 markets placed third. NBC stations won 11 of the top 20 in May of 1985 and 14 of the top 20 in May of 1986. NBC stations placed second in seven top 20 markets last year and four top 20 markets this year. Two NBC stations in the top 20 came in third this year and last year. As for ABC, only one of its top 20 affiliates placed third this May compared to eight the year before. Fourteen of its affiliates in the top-20 placed second this time around, compared to eight a year ago. Five ABC stations in the top 20 were first this May compared to four stations during the sweeps a year ago.

NBC also strengthened its hold on first in the major demographic categories, while ABC stations improved their demographics and CBS stations were showing some erosion, particularly among younger adults. In the Nielsen May sweep, NBC stations averaged an 11.2 among adults 18-49, up from a 10.7 the previous May. ABC stations averaged a 10.0 in the same demo, up from an average 8.5 a year earlier. CBS stations declined, on average, to a 7.8 from an 8.3 a year earlier. In the Arbitron sweep, the trend was similar. In May 1986, NBC stations averaged an 11.1 among adults 18-49, up from a 10.6 in May 1985. ABC stations averaged a 9.9 in May 1986, compared to an 8.4 a year earlier. CBS stations averaged a 7.7 in the demographic last May, compared to an 8.3 a year earlier.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by NBC. Household numbers are in thousands (000) per average quarter-hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

ADI (rank)	1986 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	17	**25**
Albany, Ga. (150)	—	—	**60**
Albany-Schenectady-Troy, N.Y. (51)	62	65	**74**
Albuquerque, N.M. (62)	62	35	**75**
Alexandria, La. (163)	7	—	**39**
Alexandria, Minn. (172)	—	**29**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**31**	22	28
Anniston, Ala. (193)	—	**8**	—
Ardmore-Ada, Okla. (175)	**19**	16	—
Atlanta (15)	154	142	**178**
Augusta, Ga. (105)	**46**	33	27
Austin, Tex. (79)	42	**45**	37
Bakersfield, Calif. (148)	19	20	**24**
Baltimore (21)	144	122	**154**
Bangor, Me. (153)	14	20	**22**
Baton Rouge (91)	**68**	45	41
Beaumont-Port Arthur, Tex. (122)	32	31	**33**
Bend, Ore. (208)	—	—	**5**
Billings-Hardin, Mont. (165)	**15**	13	8
Biloxi-Gulfport-Pascagoula, Miss. (180)	**37**	—	—
Binghamton, N.Y. (134)	13	**40**	17
Birmingham, Ala. (47)	**107**	36	100
Bluefield-Beckley-Oak Hill, W.Va. (147)	26	—	**27**
Boise, Idaho (136)	19	17	**25**
Boston (6)	253	217	**318**
Bowling Green, Ky. (196)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	37	**60**
Buffalo, N.Y. (35)	92	81	**101**
Burlington-Plattsburgh, Vt. (98)	12	**38**	31
Butte, Mont. (189)	—	**19**	—
Casper-Riverton, Wyo. (185)	**12**	6	2
Cedar Rapids-Waterloo, Iowa (71)	44	36	**54**
Charleston, S.C. (106)	35	34	**40**
Charleston-Huntington, W.Va. (43)	69	64	**105**
Charlotte, N.C. (52)	95	**112**	55
Charlottesville, Va. (197)	—	—	**9**
Chattanooga (80)	48	38	**55**
Cheyenne, Wyo. (202)	—	**13**	—
Chicago (3)	**488**	322	441
Chico-Redding, Calif. (140)	**25**	18	7
Cincinnati (29)	91	89	**123**

ADI (rank)	1996 households (000) ABC	CBS	NBC
Clarksburg-Weston, W.Va. (162)	—	**23**	22
Cleveland (11)	225	182	**249**
Colorado Springs-Pueblo (99)	**41**	32	34
Columbia, S.C. (87)	35	27	**78**
Columbia-Jefferson City, Mo. (137) *	17	23	**24**
Columbus, Ga. (115)	**46**	34	17
Columbus, Ohio (33)	105	89	**108**
Columbus-Tupelo, Miss. (139)	10	20	**42**
Corpus Christi, Tex. (121)	**30**	20	26
Dallas-Fort Worth (8)	**237**	200	226
Davenport, Iowa-Rock Island-Moline, Ill. (74)	**45**	40	36
Dayton, Ohio (48)	**68**	79	**68**
Denver (19)	132	108	**154**
Des Moines (66)	46	**56**	54
Detroit (7)	270	208	**315**
Dothan, Ala. (160)	8	**34**	—
Duluth, Minn.-Superior, Wis. (120)	23	22	**27**
El Centro, Calif.-Yuma, Calif. (182)	—	6	**7**
El Paso (104)	31	24	**35**
Elmira, N.Y. (167)	12	—	**15**
Erie, Pa. (138)	29	18	**38**
Eugene, Ore. (133)	24	**26**	14
Eureka, Calif. (184) *	—	**7**	6
Evansville, Ind. (88)	**47**	30	35
Fargo, N.D. (102)	**27**	24	26
Flagstaff, Ariz. (206)	—	—	5
Flint-Saginaw-Bay City, Mich. (54)	77	35	**85**
Florence, S.C. (145)	20	**43**	—
Fort Myers-Naples, Fla. (107)	20	34	**36**
Fort Smith, Ark. (149)	19	**24**	15
Fort Wayne, Ind. (93)	**35**	33	**35**
Fresno, Calif. (64) *	**55**	42	54
Gainesville, Fla. (170)	**21**	—	—
Glendive, Mont. (214)	—	**1**	—
Grand Junction, Colo. (177)	7	**9**	—
Grand Rapids-Kalamazoo, Mich. (61)	60	67	**87**
Great Falls, Mont. (178)	**14**	10	—
Green Bay, Wis. (68)	56	51	**57**
Greensboro-Winston Salem-High Point, N.C. (50)	75	74	**77**
Greenville-New Bern, N.C. (97)	29	40	**57**
Greenville-Asheville-Spartanburg, S.C. (37)	84	81	**106**
Greenwood-Greenville, Miss. (168)	**25**	10	—
Hagerstown, Md. (194)	—	—	**18**
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	58	38	**107**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (26)	110	**131**	76
Hazard, Ky. (210)	—	**6**	—
Helena, Mont. (210)	—	—	**5**
Houston (10)	**219**	145	185
Huntsville-Decatur-Florence, Ala. (89)	**48**	40	34
Idaho Falls-Pocatello (159)	12	13	**16**
Indianapolis (23)	111	112	**113**
Jackson, Miss. (85)	28	45	**60**
Jackson, Tenn. (190)	**27**	—	—
Jacksonville, Fla. (61)	48	**63**	54
Johnstown-Altoona, Pa. (81)	6	43	**77**
Jonesboro, Ark. (178)	**30**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	**29**	27	25
Kansas City, Mo. (30)	110	85	**121**
Knoxville, Tenn. (60)	**70**	68	44
La Crosse-Eau Claire, Wis. (127)	18	25	**37**
Lafayette, Ind. (191)	—	**9**	—
Lafayette, La. (111)	40	**52**	—
Lake Charles, La. (171)	—	—	**35**
Lansing, Mich. (100)	—	**45**	43
Laredo, Tex. (199)	3	2	**4**
Las Vegas (96)	28	31	**41**
Laurel-Hattiesburg, Miss. (164)	—	—	**30**
Lexington, Ky. (77)	44	48	**55**
Lima, Ohio (195)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (90)	22	**39**	14
Little Rock, Ark. (55)	**76**	56	63
Los Angeles (2)	528	420	**578**

ADI (rank)	1996 households (000) ABC	CBS	NBC
Louisville, Ky. (49)	55	76	**84**
Lubbock, Tex. (141)	20	17	**21**
Macon, Ga. (132)	18	**32**	19
Madison, Wis. (109)	31	**35**	33
Mankato, Minn. (209)	—	**9**	—
Marquette, Mich. (186)	—	**15**	—
McAllen-Brownsville, Tex. (117)	**32**	25	25
Medford, Ore. (156)	14	16	**20**
Memphis (40)	79	90	**108**
Meridian, Miss. (174)	**21**	7	5
Miami (14)	154	143	**174**
Milwaukee (28)	90	74	**107**
Minneapolis-St. Paul (16)	133	**135**	125
Minot-Bismarck-Dickinson, N.D. (146)	7	18	**20**
Missoula-Butte, Mont. (176)	—	—	**23**
Mobile, Ala.-Pensacola, Fla. (57)	59	64	**75**
Monroe, La.-El Dorado, Ark. (114)	14	**48**	25
Montgomery, Ala. (116) *	18	13	**61**
Nashville (31)	85	102	**125**
New Orleans (34)	86	103	**109**
New York (1)	869	781	**975**
Norfolk-Portsmouth, Va. (46)	70	67	**84**
North Platte, Neb. (212)	—	—	**7**
Odessa-Midland, Tex. (144)	**23**	21	**23**
Oklahoma City (36)	77	84	**90**
Omaha (70)	**55**	41	50
Orlando-Daytona Beach, Fla. (27)	113	87	**120**
Ottumwa, Iowa-Kirksville, Mo. (204)	**17**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	**62**	54
Palm Springs, Calif. (183)	7	—	**9**
Panama City, Fla. (175)	18	—	**26**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria, Ill. (100)	**36**	25	**36**
Philadelphia (4)	**442**	308	413
Phoenix (22)	104	103	**123**
Pittsburgh (12)	**227**	180	176
Portland, Ore. (25)	85	92	**110**
Portland-Poland Spring, Me. (76)	48	35	**52**
Presque Isle, Me. (205)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (42)	91	64	**97**
Quincy, Ill.-Hannibal, Mo. (152)	—	23	**27**
Raleigh-Durham, N.C. (38) *	**91**	83	40
Rapid City, S.D. (161)	**17**	—	12
Reno (125)	**28**	16	23
Richmond, Va. (63)	63	**67**	63
Roanoke-Lynchburg, Va. (72)	40	**61**	57
Rochester, Minn.-Mason City, Iowa (142)	**24**	16	22
Rochester, N.Y. (71)	51	46	**55**
Rockford, Ill. (112)	26	24	**29**
Roswell, N.M. (181)	—	**12**	—
Sacramento-Stockton, Calif. (20)	113	106	**148**
St. Joseph, Mo. (188)	**15**	—	—
St. Louis (18)	138	138	**176**
Salinas-Monterey-San Jose, Calif. (110)	**51**	18	42
Salisbury, Md. (166)	12	**18**	—
Salt Lake City (39)	84	62	**98**
San Angelo, Tex. (192)	—	**11**	—
San Antonio, Tex. (45)	67	**74**	73
San Diego (26)	87	86	**95**
San Francisco (5)	243	226	**270**
Santa Barbara-Santa Maria, Calif. (113)	**25**	16	19
Sarasota, Fla., (157)	**16**	—	—
Savannah, Ga. (108) *	21	**37**	33
Seattle-Bellingham-Tacoma (15)	135	108	**170**
Shreveport, La.-Texarkana, Tex. (53)	**69**	59	61
Sioux City, Iowa (129)	27	11	**31**
Sioux Falls-Mitchell, S.D. (95)	36	**44**	18
South Bend-Elkhart, Ind. (84)	40	42	**57**
Spokane, Wash. (78)	46	40	**47**
Springfield, Mass. (103)	30	—	**38**
Springfield, Mo. (83)	19	45	**56**
Springfield-Decatur-Champaign, Ill. (69)	50	52	**58**
Syracuse, N.Y. (67)	51	58	**72**

ADI (rank)	1986 households (000) ABC	CBS	NBC
Tallahassee, Fla. (130)	12	**40**	8
Tampa-St.Petersburg-Sarasota (17)	164	166	**185**
Terre Haute, Ind. (131)	12	30	**38**
Toledo, Ohio (65)	51	63	**81**
Topeka, Kan. (143)	12	14	**20**
Traverse City-Cadillac, Mich. (139)	14	**33**	31
Tucson, Ariz. (82)	38	30	**41**
Tulsa, Okla. (52)	**68**	67	66
Tuscaloosa, Ala. (187)	—	**7**	—
Twin Falls, Idaho (202)	—	—	**9**
Tyler, Tex. (154)	**43**	7	—
Utica, N.Y. (158)	**14**	—	—
Victoria, Tex. (207)	**6**	—	**6**

ADI (rank)	1986 households (000) ABC	CBS	NBC
Waco-Temple, Tex. (96)	16	**34**	31
Washington (9)	203	175	**212**
Watertown-Carthage, N.Y. (169)	—	**16**	—
Wausau-Rhinelander, Wis. (128)	28	**31**	13
West Palm Beach-Ft. Pierce, Fla. (56)	50	19	**67**
Wheeling, W.Va.-Steubenville, Ohio (124)	—	**39**	38
Wichita-Hutchinson, Kan. (59)	47	**53**	**53**
Wichita Falls-Lawton (126)	**23**	20	20
Wilkes Barre-Scranton, Pa. (58)	**87**	44	78
Wilmington, N.C. (151)	27	6	**56**
Yakima, Wash. (123)	21	**27**	26
Youngstown, Ohio (92)	41	41	**50**
Zanesville, Ohio (201)	—	—	**10**

NBC in best shape in upfront market

But there's pressure in prices for all networks in sluggish time, and barter business is soft

Network sales heads and advertising executives predict that the dust will begin to settle on this year's upfront advertising marketplace for prime time by the end of this week. To no one's surprise, the networks' selling strategy has been shaped by the current scatter market which is soft. Not convinced that the economy will significantly improve, the networks are trying to minimize their exposure to flat or reduced advertising budgets by selling more-than-usual inventory upfront for the fourth quarter. To do so, they have had to be flexible in pricing.

Popular wisdom has it that NBC will take the lion's share of the market, with CBS and ABC splitting the rest. Jake Keever, executive vice president, sales, ABC Television Network, said that NBC's take should equal roughly $1.1 billion. NBC's sales staff would make no predictions on upfront this year, beyond saying that it will be more than last year's $1 billion.

In comparison to last year, when the upfront market totalled $2.553 billion, this year's market will come in at around $2.4 billion, according to Keever.

Keever and salesmen at CBS and NBC said that negotiations are "tougher" than in years past, mainly because of the soft scatter environment. "They want to make sure they are getting their value," Keever said of the agency approach to negotiations this year.

CBS and ABC expect to sell between 65% and 70% of their inventories. NBC is expected to sell more, given its ratings strength. Larry Hoffner, vice president of national sales at NBC, said the network's desire was to get its price despite offering more inventory: "We don't want to take a bad piece of business," he said.

Hoffner said that *The Cosby Show* has set price records, with 30-second spots in the show being priced at $350,000-$400,000 within packages. That makes *Cosby* the second-highest priced telecast on the air, followed by the last two Super Bowls. *Cosby* prices this year are up from last year's average of $250,000 by between 30% and 40%.

Hoffner said that NBC will be 90% sold on its upfront inventory by Friday, July 12. Major sponsors so far include Burger King, Ford, General Motors, McDonald's and Ralston-Purina.

The soft scatter market doesn't necessarily mean a windfall for the agencies, but the drop in prices is creating some advantages compared to last year. "A lot of people are using the soft market to upgrade their mix" of commercial positions, said Alec Gerster, executive vice president, media services, Grey Advertising. The same buy last year, he said, would have cost more. Mark Goldstein, senior vice president, Ogilvy & Mather, agreed, saying that mixes of established and highly rated shows with new shows were producing "very efficient" cost-per-thousands.

One agency executive said that the low-priced upfront environment has accelerated the sales pace this year. "No one wants their tail hanging out in scatter," he said, referring to the after-upfront market when higher prices may prevail.

Whether the networks' strategy to create a tighter scatter market for the fourth quarter pans out, not every advertising agency is rushing into the upfront market to take advantage of the cheaper CPM's. Mel Conner, senior vice president, Dancer/Dorland, said his agency has yet to close any prime time deals. "We don't see the market running away yet," he said.

Conner said that no Dancer/Dorland client increased its advertising budget this year. Some are concerned with tax reform legislation. And retailers, Conner said, are attempting to conserve their cash because consumer demand is soft. "It's all in line with staying flexible," said Conner.

Barter syndicators report being between 50% and 100% sold, with modest CPM rises at best. To attract advertiser interest, barter syndication must price itself below the networks. Syndication has been hit by the same advertising deflation as the networks, and in some cases has lost money to the networks. Daytime is one area where agency executives say soft network sales are draining off syndication dollars. Henry Siegel, chairman

Good return on investment

John Kluge surprised Wall Street analysts again last week with the sale of Metromedia's cellular telephone and paging division to Southwestern Bell Corp. for $1.65 billion. The announcement represents a complete turnaround from earlier statements at the time of Metromedia's sale of its seven TV stations—and others as recently as four months ago—that the company intended to aggressively pursue acquisitions in the mobile phone and paging industry. The sale leaves Kluge with only Metromedia's long distance service and a very large bank balance.

In January 1984, Kluge took Metromedia into private ownership with a $1.6-billion purchase of the outstanding shares of the company. The various spin-offs of assets have more than tripled Kluge's investment. First, the sale of seven TV stations (six to Rupert Murdoch and one to Hearst for $2 billion), more than made up the cost of buying Metromedia. In the past two and a half years, Kluge has also sold Metromedia's radio division (nine stations) for $285 million, the entertainment division, including the Harlem Globetrotters and the Ice Capades, for $30 million, Metromedia Producers Corp. for $40 million and its outdoor advertising firm for $710 million. This latest sale of $1.65 billion brings Kluge's total sales from assets to $4.715 billion.

All that cash on hand has fueled rumors that Kluge may be eyeing a takeover attempt on a still-nervous CBS. Some analysts have estimated that CBS's assets could total more than $5 billion if the various television, radio, music and publishing businesses were sold separately.

'Wheel of Fortune' keeps on rolling

King World's perennial victor takes May Cassandra report

King World's game show champions, *Wheel of Fortune* and *Jeopardy*, up 6% and 29%, respectively, from May 1985, took first and second place in the Nielsen's May 1986 Cassandra rankings of syndicated programing.

Wheel placed first in its time period on 170 of the 197 stations carrying it, and increased an average four share points over its February 1986 performance in over 60% of its markets, according to King World research. *Wheel* is used in prime time access in all but a handful of the markets that carry it.

For its part, *Jeopardy*'s rating growth was also accompanied by strong improvements in its demographic delivery. Compared to May 1985, the show was up 24% among women 18-49 and up 36% among men 18-49. Of the 174 stations that carry *Jeopardy*, 77 use it in prime time access, where it averages a 14 rating. Of the remaining stations, 88 use it in early fringe, and the remainder in daytime and morning time periods.

Twentieth Century Fox's *M*A*S*H* fell from second place a year ago to third place this year, as it slid 3%, from an 8.7 to an 8.4.

But the largest rating fall-off in top 10 shows was D.L. Taffner's *Three's Company*, which fell to ninth from fourth. It dropped from an 8 last year to a 7 this year. *Three's Company* was also down among men and women 18-49, by 16%. It has been in syndication for four years.

Among other access shows, Group W's *P.M. Magazine* was up 3%, to 7.7, and Paramount's *Entertainment Tonight* was flat at its May 1985 mark with a 7.4, placing it seventh again.

In ratings for hour-long daytime talk-shows, Multimedia's *Donahue* continued to make household and demographic rating gains. This past May the show had a 7.1 rating compared to a 6.3 last year, a gain of 13%. Multimedia said that the program, which is seen in 178 markets, was first in 45 of the top 50 markets. *Donahue* was also up among women 18-49, by 11%, and men 18-49, by 27%. Another hour-long talk show, Group W's *Hour Magazine*, had a 4.5, the same as last year.

In first-run sitcoms, *Small Wonder* (New Program Group), led the pack with a 5.3. It was followed by *Too Close for Comfort* (4.9) and *The Ted Knight Show* (4.5), both from D.L. Taffner, Columbia's *What's Happening Now* (3.8), and Lorimar-Telepictures' *It's a Living* (3.6).

Among children 2-11, three shows tied for first with an 8.9 rating—*Different Strokes* (Embassy), *She-Ra, Princess of Power* (Group W) and *Thundercats* (Lorimar-Telepictures). Fourth among children belonged to another Group W show, *He-man and the Masters of the Universe* (8.5), while fifth was a tie between *Small Wonder* and World Event's *Transformers* (8.3).

Tribune Entertainment's *At the Movies*, whose stars have left to do a movie review program for Buena Vista Television, fell 9%, from 3.4 last year to 3.1 this year. □

NBC, ABC finish first and second in news race

For the first time since October 1981, *The CBS Evening News* placed third in the weekly news race. For the week of June 23-27, *NBC Nightly News* was first with an average 9.9 rating and a 22 share. *ABC World News Tonight* was second with a 9.7/21 and *Evening News* was third with a 9.4/21. The victory was NBC's second weekly win over CBS. NBC also won the week June 2-6, and tied CBS for two weeks earlier this year, once in March and once in May.

In prime time, NBC won again, with an average 13.0/25, while ABC was second with a 10.7/21 and CBS third with a 10.0/20. It was another week made up predominantly of reruns. The second episode of NBC's summer sitcom, *Me and Mrs. C*, which ranked fifth among all programs in its premiere week, fell to 18th with a 14.4/30. A rerun of NBC's *Stingray*, which had a limited run in the second season, and which is scheduled for midseason replacement duty next year, scored a 14.8/29. *60 Minutes* fell to 23d among all shows last week with a 13.1/30, although it usually suffers audience erosion in the summer months.

CBS's *West 57th*, in its third week at 10 p.m.-11 p.m. on Wednesday night, fell back to an 8.1/15 after achieving a 10.1/19 the week before. NBC's *1986* averaged a 7.7/14 on Tuesday at 10 p.m.-11 p.m. The week before a news special on the Achille Lauro hijacking scored an 8.5/15 in its time period. NBC's special public affairs show, *America Talks Back* (Friday, June 27, 8 p.m.-9 p.m.) where viewers had a chance to question network executives and celebrities, averaged a 7.5/17.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	23.4/48
2.	Family Ties	NBC	23.0/45
3.	Cheers	NBC	21.7/41
4.	Night Court	NBC	19.9/37
5.	Growing Pains	ABC	17.5/33
6.	Who's the Boss?	ABC	17.1/34
7.	Newhart	CBS	17.1/29
8.	Kate & Allie	CBS	16.3/29
9.	Miami Vice	NBC	16.2/33
10.	Moonlighting	ABC	16.1/28
11.	20/20	ABC	15.5/30
12.	Golden Girls	NBC	15.3/33
13.	Gimme a Break	NBC	15.2/28
14.	Stingray	NBC	14.8/29
15.	TV Bloopers & Prac. Jokes	NBC	14.8/27
16.	Cagney & Lacey	CBS	14.6/26
17.	Poison Ivy	NBC	14.5/28
18.	Me and Mrs. C	NBC	14.4/30
19.	Hill Street Blues	NBC	14.4/28
20.	You Again	NBC	14.3/26
21.	Murder, She Wrote	CBS	13.8/28
22.	Equalizer	CBS	13.7/28
23.	60 Minutes	CBS	13.1/30
24.	Highway To Heaven	NBC	13.0/26
25.	Spenser: For Hire	ABC	12.9/24
26.	Scarecrow & Mrs.King	CBS	12.7/24
27.	Remington Steele	NBC	12.1/26
28.	Mr. Belvedere	ABC	12.1/26
29.	Liberty	NBC	11.7/21
30.	Hotel	ABC	11.6/22
31.	MacGyver	ABC	11.6/23
32.	St. Elsewhere	NBC	11.6/22
33.	Webster	ABC	11.3/23
34.	Hardcastle & McCormick	ABC	11.3/20
35.	Bloodline	ABC	11.1/21
36.	Night Lights Went Out in Ga.	ABC	11.0/19
37	Ellis Island, pt. 1	CBS	10.9/20
38.	Hunter	NBC	10.9/19
39.	227	NBC	10.6/24
40.	Magnum,P.I.	CBS	10.1/18
41.	Facts of Life	NBC	9.8/24
42.	Love Boat	ABC	9.8/19
43.	Vacation With M. Mouse	ABC	9.7/22
44.	Baby Sister	ABC	9.2/19
45.	Airwolf	CBS	9.0/16
46.	The Insiders	ABC	8.9/17
47.	Mr. Sunshine	ABC	8.8/18
48.	Trapper John, M.D.	CBS	8.7/16
49.	Crazy Like a Fox	CBS	8.6/17
50.	Twilight Zone	CBS	8.5/19
51.	Salute to Ford's Theater	CBS	8.4/17
52.	A Team	NBC	8.4/16
53.	Simon & Simon	CBS	8.3/16
54.	West 57th	CBS	8.1/15
55.	Knot's Landing	CBS	8.0/16
56.	1986	NBC	7.7/14
57.	America Talks Back	NBC	7.5/17
58.	The Arena	ABC	7.5/15
59.	Wicked, Wicked Ways	CBS	7.3/16
60.	Continential Divide	CBS	7.1/14
61.	Punky Brewster	NBC	6.6/15
62.	Dynasty II: The Colbys	ABC	6.4/12
63.	Benson	ABC	6.2/14
64.	Diff'rent Strokes	ABC	6.3/14
65.	Silver Spoons	NBC	6.5/13
66.	Ripley's Believe It or Not	ABC	5.2/16

*Indicates premiere episode

broadcast interests. Filed June 24.

FM's

■ Oswego, N.Y.—William Kirkpatrick seeks 96.7 mhz; 3 kw; HAAT: 295.2 ft. Address: 1523 East Boulevard, Peekskill, N.Y. 10566. Principal is engineer at WXTV-TV Paterson, N.J. Filed June 21.

■ *Phoenix—Maricopa County Community College seeks 89.5 mhz; 156 w; HAAT: 1,461.9 ft. Address: 3910 E. Washington St., 85034. Principal is educational institution headed by Dr. Donald Campbell. Filed June 24.

■ Custer, S.D.—Robert J. Willson and Patricia Phipps seek 105.1 mhz; 9.47 kw; HAAT: 1073 ft. Address: 107 South 11th St., 57730. Principals have no other broadcast interests. Filed June 23.

■ Custer, S.D.—Custer Broadcasting Corp. seeks 105.1 mhz; 5.13 kw; HAAT: 1,452.1 ft. Address: 45 North Third St., 57730. Principal is owned by Eileen M. Cofell and Luanne H. Quick, who have no other broadcast interests. Filed June 23.

TV's

■ Bayamon, P.R.—Tele Bayamon Broadcasting seeks channel 36; ERP vis. 113 kw; aur. 20 kw; HAAT: 1,095; ant. height above ground: 115 ft. Address: Calle 46 So. #1411 Riviera, Rio Piedras, P.R. 00921. Principal is owned by Paul Salib and Rosidalia Villafane, who have no other broadcast interests. Filed June 24.

■ Alpine, Tex.—Dawn Worden seeks channel 12; ERP vis. 10 kw; aur. 1 kw; HAAT: 444 ft.; ant. height above ground: 50 ft. Address: 103 Parkview Ave., Syracuse, N.Y. Principal has no other broadcast interests. Filed June 11.

Facilities Changes

Applications

AM's

Tendered

■ WPOM (1600 khz) Riviera Beach, Fla.—Seeks CP to increase day power to 5 kw; increase night power to 4.8 kw; install DA-2, and change TL. App. June 24.

■ WJNO (1230 khz) West Palm Beach, Fla.—Seeks CP to operate experimental synchronous AM station at Deerfield Beach, Fla., operate simultaneously with WJNO West Palm Beach on same freq., 1230 khz, with 375 w. App. June 24.

■ WGHC (1570 khz) Clayton, Ga.—Seeks CP to increase power to 2.5 kw and change freq. to 1370 khz. App. June 24.

■ WMRO (1280 khz) Aurora, Ill.—Seeks mod. of CP to increase night power to 750 w and make changes in ant. sys. App. June 24.

■ KDFT (540 khz) Ferris, Tex.—Seeks mod. of CP to increase power to 1 kw. App. June 26.

■ KCIF (1500 khz) Tumwater, Wash.—Seeks mod. of CP to increase power to 1 kw. App. June 24.

Accepted

■ KXAR (1490 khz) Hope, Ark.—Seeks CP to reduce power to .69 kw and make changes in ant. sys. App. June 26.

■ KSXO (600 khz) Redding, Calif.—Seeks MP to make changes in ant. sys. App. June 25.

■ WYFX (1040 khz) Boynton Beach, Fla.—Seeks mod. of lic. to operate transmitter by remote control. App. June 26.

■ WRBN (1600 khz) Warner Robbins, Ga.—Seeks CP to make changes in ant. sys. App. June 26.

■ WTVL (1490 khz) Waterville, Me.—Seeks CP to make changes in ant. sys. App. June 26.

■ WCTN (950 khz) Potomac, Md.—Seeks mod. of lic. to change SL to 1201 Seven Locks Road, suite 107, Potomac. App. June 25.

■ KUOM (770 khz) Minneapolis—Seeks MP to change TL and make changes in ant. sys. App. June 26.

■ WGVM (1260 khz) Greenvile, Miss.—Seeks CP to make changes in ant. sys. App. June 24.

■ KGHL (790 khz) Billings, Mont.—Seeks mod. of lic. to operate by remote control. App. June 24.

■ WLAS (910 khz) Jacksonville, N.C.—Seeks mod. of lic. to operate transmitter by remote control. App. June 27.

■ KFLS (1450 khz) Klamath Falls, Ore.—Seeks MP to make changes in ant. sys. App. June 27.

■ WJAY (1280 khz) Mullins, S.C.—Seeks CP to make changes in ant. sys. App. June 26.

■ KKYX (680 khz) San Antonio, Tex.—Seeks MP to augment standard radiation pattern. App. June 24.

FM's

Tendered

■ *WSHS (91.7 mhz) Sheboygan, Wis.—Seeks CP to change ERP to .0085 kw. App. June 30.

Accepted

■ WMFC-FM (99.3 mhz) Monroeville, Ala.—Seeks CP to change TL and change HAAT to 328 ft. App. June 26.

■ KYNO-FM (95.7 mhz) Fresno, Calif.—Seeks CP to change TL; change ERP to 21 kw, and change HAAT to 770.8 ft. App. June 25.

■ KEDZ (101.3 mhz) Los Osos, Calif.—Seeks mod. of CP to change TL and change HAAT to 1,502 ft. App. June 26.

■ KYA-FM (93.3 mhz) San Francisco—Seeks CP to install aux. sys. App. June 24.

■ WIOF (104.1 mhz) Waterbury, Conn.—Seeks CP to change ERP to 2.754 kw. App. June 24.

■ WKRL (97.9 mhz) Clearwater, Fla.—Seeks mod. of CP to move SL to 2 Corporate Dr., Clearwater. App. June 24.

■ WZLI (106.1 mhz) Toccoa, Ga.—Seeks mod. of CP to change HAAT to 1,202.12 ft. App. June 26.

■ WCTT-FM (107.1 mhz) Corbin, Ky.—Seeks CP to change freq. to 107.3 mhz; change ERP to 50 kw, and change HAAT to 492 ft. App. June 25.

■ WVBF (105.7 mhz) Framingham, Mass.—Seeks CP to change ERP to 13.8 kw. App. June 25.

■ KHAT-FM (106.3 mhz) Lincoln, Neb.—Seeks CP to change TL; change ERP to 1.48 kw, and change HAAT to 470.09 ft. App. June 26.

■ WYPC (101.5 mhz) Gallipolis, Ohio—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. June 26.

■ WEZX (107.1 mhz) Scranton, Pa.—Seeks CP to change ERP to .19 kw. App. June 25.

■ WCNA (98.3 mhz) Clearwater, S.C.—Seeks mod. of CP to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. App. June 24.

■ WKMZ (97.5 mhz) Martinsburg, W.Va.—Seeks CP to change ERP to 12.5 kw and change HAAT to 1,008 ft. App. June 25.

TV's

Accepted

■ *KAKM (ch. 7) Anchorage—Seeks MP to change ERP to vis. 163 kw and change HAAT to 781 ft. App. June 27.

■ KTVE (ch. 10) El Dorado, Ark.—Seeks CP to replace ant. and change HAAT to 2,000 ft. App. June 26.

■ WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,273 kw, aur. 327.3 kw; change HAAT to 986 ft.; replace ant., and change TL. App. June 27.

■ WHOI (ch. 19) Peoria, Ill.—Seeks CP to change ERP to vis. 2,240 kw, aur. 224 kw. App. June 25.

■ WGGN-TV (ch. 52) Sandusky, Ohio—Seeks MP to change ERP to vis. 1,482 kw, aur. 148.2 kw and change HAAT to 774.43 ft. App. June 27.

■ WJWN-TV (ch. 38) San Sebastian, P.R.—Seeks MP to change ERP to vis. 85.9 mhz, aur. 8.6 kw and change HAAT to 1,088 ft. App. June 25.

Actions

AM's

■ WAYD (1190 khz) Ozark, Ala.—Granted app. to change freq. to 1200 khz and increase power to 10 kw. Action June 16.

■ KKIN (930 khz) Aitkin, Minn.—Granted app. to increase power to 1.5 kw. Action June 16.

■ KREL (1280 khz) Henderson, Nev.—Returned app. to change city of lic. to Paradise, Nev.; add night service with 360 w; install DA-2; change freq. to 1290 khz; change TL, and make changes in ant. sys. Action June 17.

■ WACK (1420 khz) Newark, N.Y.—Returned app. to increase night power to 5 kw and make changes in ant. sys. Action June 17.

■ WWWC (1240 khz) Wilkesboro, N.C.—Granted app. to increase day power to 1 kw. Action June 16.

■ KNXX (1050 khz) Los Ranchos De Albuquerque, N.M.—Granted app. to increase power to 1 kw; install DA-D, and change TL. Action June 16.

■ WXXI (1370 khz) Rochester, N.Y.—Granted app. to operate transmitter by remote control. Action June 19.

■ WKYK (940 khz) Burnsville, N.C.—Granted app. to

Summary of broadcasting as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	188	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITPS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,838	166	3,002

* Includes off-air licenses.

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